

Handwritten signature/initials in a circle
December 9, 1952

Mr. E. L. Hammergren, Cashier
Emery Air Freight Corporation
4616 West 55th Street
Chicago 32, Illinois

Dear Mr. Hammergren:

Thank you very much for calling your bill #00-9-5947 to my attention. This bill was incurred returning some printed material which was mis-sent to New York. Our printers, the Neely Printing Company in Chicago, authorized this return at their expense. I have written to a Mr. McIntree at Neely each time I have received your bill. I am sending him your letter together with a copy of this one. I trust you will hear from him directly and that if you do not within a reasonable time, you will again call it to my attention.

Sincerely,

Jim Miles
Executive Director

JJM:ll
cc: Mr. McIntree
Hersch Wartik

C O P Y

EMORY AIR FREIGHT CORPORATION
4616 W. 55th Street
Chicago 32, Illinois

December 4, 1952

NAEB Network
119 Gregory Hall
Urbana, Illinois

Gentlemen:

Our air freight statement #CG-9-5947 for \$122.59 was sent to you on October 6, 1952. When it remained unpaid on November 12, 1952, we again sent you a copy of the statement and freight bill #NY-5157. Neither has been acknowledged nor acted upon, according to our records, nor has any reason for non-payment been offered.

We are required by federal regulations to collect air freight charges due us within seven days after submission of bills. Since our bill to you is long overdue, we must request immediate payment of our invoice, another copy of which is enclosed.

Very truly yours,

E E. L. Hammergren, Cashier

9/11/52
November 24, 1952

Mr. H. H. McMurty
Neely Printing Company
871 N. Franklin
Chicago, Illinois

Dear Mr. McMurty:

Attached please find a statement of charges from the Emory Air Freight Corporation. This bill represents the cost of shipping the twelve cartons of THE JEFFERSONIAN HERITAGE folders which you shipped to New York City. *sent*

I mistakenly said in my letter of October 15 that we had paid this bill. It now appears that we have not. I would be just as happy if you would settle this with Emory directly.

Sincerely,

Jim Miles
Executive Director

JSM:ll

that we receive a refund from you in this amount and not a deduction from the bill you have outstanding with NAEB, which will be paid from other sources.

Sincerely,

Jeff Miles

Jim Miles
Executive Director

JSM:ll

October 15, 1952

Mr. H. H. McMurty
Neely Printing Company
871 W. Franklin
Chicago, Illinois

Dear Mr. McMurty:

Attached please find a bill for \$122.59, which represents the cost of shipping the twelve cartons of THE JEFFERSONIAN HERITAGE folders which you misssent to New York City. *Sent*

It is my understanding that you will handle this charge. Inasmuch as we have paid this bill from University of Illinois money, it is important that we receive a refund from you in this amount and not a deduction from the bill you have outstanding with NAEB, which will be paid from other sources.

Sincerely,

Jim Miles
Executive Director

JSM:ll

*But Statyell
Huntly Bldg*

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION

445 N. LAKE SHORE DRIVE
CHICAGO 11, ILL.



RECORD DEPARTMENT

October 10, 1952

Mr. Frank Schooley, Treasurer
National Association of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Mr. Schooley:

We have noted your advertisement on the "Jeffersonian Heritage".

I realize, of course that plans are undoubtedly consummated as far as this series of records is concerned, but did want to bring to your attention our recording service, which we believe will be of interest to you.

We are enclosing a brochure which will cover the general points of service, but would like to mention the fact that transcription records can be produced in our plant in Indianapolis. This central shipping point would be a means of saving substantially on shipping charges.

We hope that we may have the pleasure of handling some of your future work.

Very truly yours,

A. E. Hindle, Manager
RCA Recording Studios
Custom Record Sales Division

AEH:am

YOU CAN DEPEND ON THEM

~~TELEGRAMS~~

~~GET~~

~~THROUGH~~

FAST - SURE - ALWAYS ON TIME

WESTERN
UNION

1220

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

W. P. MARSHALL, PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

SA 390

W. NC075 LONG PD=NEW YORK NY 1 34OP=

RADIO STATION WILL=

=URBANA ILL=

1952 OCT 3 PM 2 58

AT CLOSE OF ALL JEFFERSONIAN HERITAGE PROGRAMS YOU ARE
REQUESTED TO MAKE FOLLOWING ANNOUNCEMENT: "THE PROGRAM YOU
HAVE JUST HEARD IS MADE POSSIBLE UNDER A GRANT FROM THE FUND
FOR ADULT EDUCATION AN INDEPENDENT ORGANIZATION ESTABLISHED
BY THE FORD FOUNDATION". THIS ANNOUNCEMENT WILL BE INCLUDED IN
FUTURE TAPE RECORDINGS, BUT YOU ARE ASKED TO BE CERTAIN THAT
THIS CREDIT IS PRESENTED OVER YOUR FACILITIES=

SEYMOUR N SIEGEL PRESIDENT NAEB=

JH

September 24, 1952

Mr. Seymour N. Siegel
President, NAEB
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

Dear Sy:

Welcome home!

I've replied to every inquiry, acknowledged receipt of every order on THE JEFFERSONIAN HERITAGE series. I've enclosed fact sheet and one folder with each letter. Copy of form letters used also attached.

I trust my fact sheet is accurate, but I had to get out the information, and it was accurate to the best of my knowledge. You know, ol' boy, it was all news to me when I saw my names in the ads.

When you want the compiled dope, including mailing list, I'll tabulate and let you have. When, sir?

When you have more exact data on shipping, release, etc., I'll get out another fact sheet to all stations.

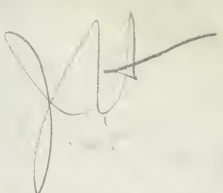
Incidentally, Horton report practically in shape to submit proofs to Horton for checking. Smythe copy submitted to me by Dallas last Saturday afternoon, and will be in hopper next week, I hope.

Regards,

Frank E. Schooley
Treasurer

FES:fmh
Encl.

cc - blind - J. M. les



September 22, 1952

Mr. Robert E. Kenyon, Jr.
Advertising Director
Printer's Ink Publishing Company
205 East 42nd Street
New York 17, N. Y.

Dear Mr. Kenyon:

Your letter of September 18, I am referring to Mr. Seymour N. Siegel, President of NAEB, who is handling our promotional material on THE JEFFERSONIAN HERITAGE series. You may reach Mr. Siegel at WNYC, New York, after the first of October. At the moment, he's in Europe.

Sincerely yours,

Frank E. Schooley
Treasurer

FES:fmh

cc: Seymour Siegel

RECEIVED
PRINTERS' INK PUBLISHING COMPANY

205 EAST 42ND STREET, NEW YORK 17, N. Y.
SEP 22 8 55 AM 1952

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

WILL & JILL
UNIVERSITY OF ILLINOIS
September 18, 1952

Mr. Frank Schooley, Treasurer,
National Association of Educational Broadcasters,
University of Illinois,
Urbana, Illinois.

Dear Mr. Schooley:

I have just read your advertisement for
"The Jeffersonian Heritage" in the September 8th
issue of Broadcasting and believe it is a message
that would interest the readers of Printers' Ink.

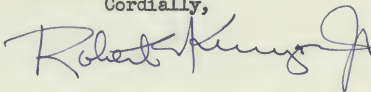
In our audience of 24,000 people inter-
ested in advertising are the advertising, manage-
ment, sales and agency executives who are the ones
who select media and programs. Many of them are
prospects for the series of half hour radio dramas
which you are now presenting.

We have recently published a special re-
port on National Spot Radio. In the report we listed
many of the ways that radio advertising can be ef-
fectively used to sell merchandise. These appeals
are of course adaptable to a program like "The
Jeffersonian Heritage".

A full page in Printers' Ink at present
rates costs \$520. A wire from you will reserve a
page in the next available issue.

If you'd like any further information about
Printers' Ink, please let me know.

Cordially,



REK:MF

PRINTERS' INK PUBLISHING COMPANY

205 EAST 42ND STREET, NEW YORK 17, N. Y.

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

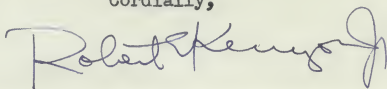
September 26, 1952

Mr. Frank E. Schooley
Treasurer
Natl. Assn. of Educational Broadcasters
119 Gregory Hall
Urbana, Illinois

Dear Mr. Schooley:

Thanks so much for your letter of September 22nd. Sometime after the first of October I'll get in touch with Mr. Siegel at WNYC in the hope I can persuade him to extend your promotional activity to Printers' Ink.

Cordially,

A handwritten signature in dark ink, appearing to read "Robert Kenyon, Jr.", with a stylized flourish at the end.

REK:JG

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VICE-PRESIDENT

GRAYDON ADSMUS
WUOA, University of Alabama
University, Alabama

TREASURER

FRANK SCHOOLEY
WILL, U. of Illinois
Urbana, Ill.

EXECUTIVE DIRECTOR

JAMES MILES
GREGORY HALL, U. of Illinois
Urbana, Ill.

GENERAL COUNSEL

MARCUS COHN
Caltrite Building
Washington, D. C.

REGIONAL DIRECTORS

★

Region I

PARKER WHEATLEY

WGBH, Lowell Institute
Broadcasting Council
Boston, Mass.

Maine, New York, Connecticut, New
Hampshire, Massachusetts, Vermont,
Rhode Island, Pennsylvania, New
Jersey, Delaware and Maryland.

Region II

ALVIN GAINES

WABE, Board of Education
Atlanta, Ga.

Virginia, West Virginia, Alabama,
Kentucky, Tennessee, North and
South Carolina, Georgia, Florida
and Mississippi.

Region III

WALDO ABBOTT

WUOM, U. of Michigan
Ann Arbor, Mich.

Ohio, Michigan, Indiana, Illinois
and Wisconsin.

Region IV

RICHARD B. HULL

WOI, Iowa State College
Ames, Iowa

Iowa, Minnesota, North and South
Dakota, Nebraska and Wyoming.

Region V

JOHN DUNN

WNAD, U. of Oklahoma
Norman, Okla.

Missouri, Kansas, Colorado, New
Mexico, Oklahoma, Arkansas, Texas
and Louisiana.

Region VI

ALLEN MILLER

KWSC, State College of
Washington
Pullman, Washington

Montana, Washington, California,
Idaho, Oregon, Nevada, Arizona,
Utah and Territory of Hawaii.

DIRECTOR OF STUDIES

DALLAS W. SMYTHE
Illinois University Communica-
tions Research Institute.
Urbana, Illinois

SECRETARY AND

PUBLICATIONS EDITOR

BURTON PAULU
KUOM, U. of Minnesota
Minneapolis, Minnesota

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

September 15, 1952

Mr. Hal G. Neely
Allied Record Mfg. Company
619 W. Fifty-Fourth Street
New York 19, New York

Dear Mr. Neely:

Details of the transcriptions for the
Jeffersonian Heritage series have been handled by
our president, Mr. Seymour N. Siegel, WNYC, New York
City. I'm handling only details of taking orders,
and obviously the money.

I'm sure that Mr. Siegel is aware of your
available services, but if you wish to check on the
matter, your New York representative might reach him
in New York City after his return from Europe about
September 28.

Sincerely yours,

Frank E. Schooley
Treasurer, NAEB

FES:fmh

cc: Seymour N. Siegel
blind - Miles

K. R. SMITH DIVISION

PROCESSING * PRESSING * TRANSCRIPTIONS AND PHONOGRAPH RECORDS

ALLIED RECORD

MANUFACTURING COMPANY

NEW YORK

(INC.)

HOLLYWOOD

RECEIVED
RADIO STATION
SEP 15 8 43 AM 1952
WILL & WIUC
UNIVERSITY OF ILLINOIS

September 11, 1952

Mr. Frank Schooley, Treasurer,
Dept. BT
National Association of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Mr. Schooley:

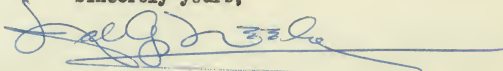
We have noted with great interest your entry into the transcribed radio field and want to congratulate you. I am only sorry that we did not have the opportunity of becoming acquainted before because, as you can see from the enclosed literature, we have a service which will be of great interest to you.

Allied is the oldest and largest custom manufacturer of phonograph records and radio transcriptions in the field today, and we are fortunate to number among our clients the greatest names and most critical buyers in the industry.

I trust that you will find the enclosed material both interesting and helpful and I will look forward to seeing you personally sometime in November.

Mr. Schooley we are most interested in working out a satisfactory contract with you, and we would very much like to hear from you as to the details of your series; how many pressings involved, method of shipment, etc. We could handle your account either from Hollywood or New York.

Sincerely yours,



HAL G. NEELY

HGN:es

Encl.



Thursday, Aug. 28

Mr. Miles:

Here's the word on the Jefferson folders:

The Neeley Printing Company discovered that a shipping clerk had made a horrible mistake. He sent 66,000 blank folders to New York and only 20,000 here instead of the other way around.

I spoke to Mr. Nick Karzes at Neeley printing. He authorized us to ship the excess folders (about 45,000) from New York to Urbana by air freight at the printing company's expense. The Neeley Printing Company had farmed out part of the shipping job to another company -- so the latter company is the goat.

I spoke to Bernard Buck at WNYC. He said that there was no possibility of their sending out the folders from New York to the individual stations but that he would cooperate in every way possible to get them back to us.

Here is additional background information you should have.

The printing company mailed three shipments to New York.

- ① Imprinted folders by Acme Fast Freight left Chicago August 25.
- ② Blank folders by Denver-Chicago Trucking Company left Chicago on August 25.
- ③ Approximately 5,000 to 7,000 were sent ahead to New York by Railway Express on August 22 (WNYC has already received these.)

We gave Buck the above information by phone and then sent the telegram (attached) to give him additional information to help identify the folders as they arrive in New York and to give him the exact number of folders which WNYC had ordered. Neither he nor I knew the exact number when we talked on the phone.

Buck is going to send the folders air freight collect to us in Urbana. The Printing Company man estimates that we should receive them in Urbana by September 3 and 4. He also suggested the Emory Air Freight Company to give us Blue Ribbon service (fast service to out-of-the-way places), and I gave this information to Buck.

Hope you're satisfied with the way we handled this horrible emergency. It isn't very good, but it seemed the best we could do.

Lorraine

P. S.: We have already sent to the individual stations about 18,000 folders. We have 1,000 on hand here. Roz has the labels for the other 35,000 which should be sent out.

This is the telegram we sent to Bernie Buck to help him identify the packages arriving in New York.

Mr. Bernard Buck
Station WNYC
2500 Municipal Building
New York 7, New York

WNYC

WNYCkkkkkk

Additional information which may be helpful. WNYC ordered 75,000 imprinted folders and 20,000 ^{blank} folders ~~without an imprint~~. Any blank folders in excess of 20,000 should be returned to URBANA. None of the folders sent by DENVER-CHICAGO TRUCKING are imprinted. Thank you again.

Lorraine Linden
Secretary to Mr. Miles

DECATUR CARTAGE COMPANY

GENERAL OFFICE: 20TH ST. AND WENTWORTH AVE., CHICAGO 16, ILL.

CONSIGNEE
AND
ADDRESS

UNIVERSITY OF ILLINOIS
URBANA ILL

NEELY PRINTING CO
871 N FRANKLIN
CHGO ILL

Phone

See 7-8990

SHIPPER
AND
ADDRESS

No. 238456

CONSIGNEE'S COPY

SHOW THIS NUMBER ON
YOUR RECEIPT

ROUTE

DATE

BILLED FROM

SHIPPER NO.

8/25/52 LS

CHICAGO, ILL.

NO. PKGS.	DESCRIPTION OF ARTICLES	WEIGHT	RATE	TOTAL CHARGES
4	CTN PRINTED MATTER	198	127 251 AR 50	4 01
NO PO.# RADIO STATION		PPD	UNIVERSITY OF ILLINOIS CENTRAL RECEIVING STATION	
			AUG 26 1952	
		NO. PKGS. REC'D. 4		

THIS FREIGHT BILL IS DESIGNED TO MEET THE REQUIREMENTS OF THE INTERSTATE COMMERCE COMMISSION AND THE FREIGHT CHARGES MUST BE PAID AS REQUIRED BY SECTION 223 OF PART II OF THE INTERSTATE COMMERCE ACT.

D. C. CO.	
ADVANCES	
AMOUNT	



RECEIVED: GOOD ORDER DATE

FIRM NAME:

BY CONCEALED DAMAGE MUST BE REPORTED WITHIN 15 DAYS.

UNIVERSITY of ILLINOIS

DELIVERY RECORD

CENTRAL RECEIVING STATION

Date 8-26 1932 C.R.S. No. 39587
Dept. Adm. Serv. Room 215 Bldg. 2nd
P. O. No. None Shipper None
Carrier Western Express Pro. No. 5134 Amt. psd

[illegible]

NOTE: Any Overage, Shortage or Damage must be reported by the department Immediately on the Material Received Report.

Ck'd By _____

Rec'd By _____ Date _____ 19____

General Manager
W T B F
Troy, Alabama

Jefferson

Dear Sir:

I'm enclosing a fact sheet and a leaflet on THE JEFFERSONIAN HERITAGE series. I trust this is the information you wish.

Sincerely yours,

res
treas.

Mr. John G. Johnson

Dear Mr. Johnson:

B
I'm happy to have your letter of ()
inquiring about THE JEFFERSONIAN SERIES. I believe you'll
find the answers to ~~many~~ your questions on the attached
sheet and leaflet. I'm sorry we have no audition discs
available, but I'm sure you'll make no error in accepting
the judgment of others on the quality of the series.

Sincerely yours,

res
treas

Dr. G. Donald Loudon

Dear Mr. Loudon:

C1
I believe the enclosed material will give you the additional
information regarding THE AMERICAN HERITAGE series.

C2
We'll be happy to bill you about the time the pressings are
shipped.

Sincerely yours,
res
treas

Mr. M. Robert Rogers

Dear Mr. Rogers:

D1
This will acknowledge receipt of check in amount of \$25,
transmitted in your letter of September 9, ordering the ~~series~~
pressings of THE JEFFERSONIAN HERITAGE series.

D2
Additional information ~~xxx~~ regarding the series is attached.

Sincerely yours,
res
treas

TO: PROGRAM BOARD

FROM: FES

RATHER THAN ADD THESE ITEMS TO GENERAL DISTRIBUTION MEMO OF THIS DATE, THIS SPECIAL.

SUGGEST WE CONSIDER, ON LONG-TIME BASIS (NOT FOR DECISION AT ANY ONE MEET, NECESSARILY) THE FOLLOWING ITEMS:

1. IMPROVING ILLINI TIME. PERHAPS, SOME CHANGING.
2. STUDENT CHURCHES
DOES IT STAY AT 8:45?
IS 10 MINUTES THE PROPER LENGTH?
3. DEAR MADAM
IS THIS THE BEST WE CAN GET?
IS IT TOO LONG?
IT IS BEING PRESENTED RIGHT DAY, RIGHT HOUR?
4. SHOULD WE NOT SCHEDULE SOME BROADCASTS FROM CLASSROOM?
5. SHOULD WE NOT AIM TOWARD INCREASING OUR SUNDAY OPERATIONS, ESPECIALLY ON AM, TO SIGN OFF: OR, TO 8 P.M. (WHEN AVAILABLE); OR WHAT?
6. ANY GENERAL CHANGES WE SHOULD MAKE WHEN HIGHER-POWERED FM AVAILABLE?
7. WHAT TO DO TO REDUCE PRINTED PROGRAM COSTS?
 - PRINTED EVERY OTHER MONTH
 - PRINTED WITH FEWER PANELS
 - PRINTED WITH NO MUSIC NOTES(IT'S NOW COSTING FOUR TIMES WHAT IT COSTS TWO YEARS AGO; MORE THAN TWICE WHAT WE HAVE BEEN BUDGETED FOR)

FES

8-24-51

THE JEFFERSONIAN HERITAGE

Fact Sheet

Pressings of the 13 half-hour radio dramas are available to all radio stations.

None will be sold on an exclusive basis.

Series must be carried on a sustaining basis. No sponsorship will be permitted.

The pressings will be shipped to stations ordering the series on or about November 1. A more definite date will be indicated by NAEB no later than October 10.

The cost per set of pressings is \$25. The charge includes shipping direct from the manufacturer to the stations ordering.

Limited promotional material will be made available. See leaflet enclosed.

NAEB cannot guarantee delivery for orders received after October 10.

Audition discs are currently not available.

Send check or write for further information:

National Association of Educational Broadcasters
Frank Schooley, Treasurer
University of Illinois
Urbana, Illinois

THE JEFFERSONIAN HERITAGE

Fact Sheet #2

This supplements information furnished earlier.

I am now informed that it will be impossible to ship discs of THE JEFFERSONIAN HERITAGE series before November 15. Unless you receive later word from me before November 1, you may count on shipment on or before that date.

Frank E. Schooley, Treasurer
Nat'l Ass'n of Educational Broadcasters
119 Gregory Hall
Urbana, Illinois

10-9-52

To: Fellow Broadcasters
From: Frank E. Schooley, Treasurer, N.A.E.B.
Re. THE JEFFERSONIAN HERITAGE pressings.

It is with deep regret that I transmit the word that we have had unavoidable delays in pressing the series of 13 programs. Our New York office advised me this morning that the series is now in pressing process and all orders will be filled no later than the last week in December.

I apologize to you for the delay. My previous word was based upon our intentions and expectations. I had no way of knowing about unexpected delays.

12-8-52

COPY

George E. Probst
Program Coordinator

University of Chicago

Mr. G. H. Griffiths
Fund for Adult Education
914 E. Green Street
Pasadena 1, California

Dear Bill:

On receiving your letter advising me on the matter of program credit to FAE, I sent to all educational radio stations the information that at the close of each of the next six programs in the Jefferson series, they are to make the following live announcement: "The program you have just heard is made possible under a grant from the Fund for Adult Education, an independent organization established by the Ford Foundation."

The four final Jefferson programs are still to be recorded. This announcement will be included in the tape recording that is made for each of these programs, and distributed to the radio stations.

Thus far three of the thirteen programs in the Jefferson series have been presented in a first showing to the public. In further presentations of these programs on educational and commercial stations, this announcement will be included as a recorded part of the tape recording of each of the first three programs and also of the six programs that are yet to be presented.

The discs of the Jefferson programs have not been made yet. The announcement will be included with each of the thirteen programs recorded on disc.

I believe this action should adequately take care of the situation.

We shall include this credit announcement on all other radio programs that are being produced under the grant.

I am glad that you and Mr. Fletcher are willing to do this. The Sloan Foundation and the Rockefeller and Carnegie Foundations never allowed the University to do this; credit for support could only be attributed in relation to an entire radio series, or a continuing program such as the "Round Table" or "The Human Adventure." I apparently gained an erroneous impression from Mr. Fletcher's concern about the problem of publicity in relation to the Fund for Adult Education from a conversation I had with him in a taxi ride from Evanston to the Chicago airport.

Sincerely yours,

George E. Probst

cc:

Siegel
Hall
McCarty
Wheatley

*This kind of credit is exemplified in the credit given to the FAE in all newspaper releases on the Jefferson series, in the New York Times ad, in all the local educational radio station publicity releases, in the Jefferson folder, etc.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VICE-PRESIDENT

GRAYDON AUSMUS
WUOA, University of Alabama
University, Alabama

TREASURER

FRANK SCHOOLEY
WILL, U. of Illinois
Urbana, Ill.

EXECUTIVE DIRECTOR

JAMES MILES
GREGORY HALL, U. of Illinois
Urbana, Ill.

GENERAL COUNSEL

MARCUS COHN
Cafritz Building
Washington, D. C.

REGIONAL DIRECTORS

★

Region I

PARKER WHEATLEY
WGBH, Lowell Institute
Broadcasting Council
Boston, Mass.

Maine, New York, Connecticut, New
Hampshire, Massachusetts, Vermont,
Rhode Island, Pennsylvania, New
Jersey, Delaware and Maryland.

Region II

ALVIN CAINES
WABE, Board of Education
Atlanta, Ga.
Virginia, West Virginia, Alabama,
Kentucky, Tennessee, North
South Carolina, Georgia, Florida
and Mississippi.

Region III

WALDO ABBOTT
WUOM, U. of Michigan
Ann Arbor, Mich.
Ohio, Michigan, Indiana, Illinois
and Wisconsin.

Region IV

RICHARD B. HULL
WOL, Iowa State College
Ames, Iowa
Iowa, Minnesota, North and South
Dakota, Nebraska and Wyoming.

Region V

JOHN DUNN
WNAD, U. of Oklahoma
Norman, Okla.
Missouri, Kansas, Colorado, New
Mexico, Oklahoma, Arkansas, Texas
and Louisiana.

Region VI

ALLEN MILLER
KWSC, State College of
Washington
Pullman, Washington
Montana, Washington, California,
Idaho, Oregon, Nevada, Arizona,
Utah and Territory of Hawaii.

DIRECTOR OF STUDIES

DALLAS W. SMYTHE
Illinois University Communica-
tions Research Institute,
Urbana, Illinois

SECRETARY AND PUBLICATIONS EDITOR

BURTON PAULU
KUOM, U. of Minnesota
Minneapolis, Minnesota

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

September 24, 1952

Mr. Seymour N. Siegel
President, NAEB
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

Dear Sy:

Welcome home!

I've replied to every inquiry, acknowledged
receipt of every order on THE JEFFERSONIAN HERITAGE series.
I've enclosed fact sheet and one folder with each letter.
Copy of form letters used also attached.

I trust my fact sheet is accurate, but I had to
get out the information, and it was accurate to the best
of my knowledge. You know, ol' boy, it was all news to
me when I saw my names in the ads.

When you want the compiled dope, including
mailing list, I'll tabulate and let you have. When, sir?

When you have more exact data on shipping,
release, etc., I'll get out another fact sheet to all
stations.

Incidentally, Horton report practically in
shape to submit proofs to Horton for checking. Smythe
copy submitted to me by Dallas last Saturday afternoon, and
will be in hopper next week, I hope.

Regards,

Frank E. Schooley
Treasurer

FES:fmh
Encl.

cc - blind - J. Miles

THE UNIVERSITY OF CHICAGO POUND TABLE

I am sure that the attached will be
of interest to you.

George E. Probst

FUND FOR ADULT EDUCATION
914 E. Green Street
Pasadena 1, California

October 2, 1952

Mr. George E. Probst, Director
University of Chicago Round Table
The University of Chicago
Chicago 37, Illinois

Dear George:

On behalf of the Board of Directors of the Fund for Adult Education, I want to extend to you and to every other member of the NAEB Committee hearty congratulations on the reception which your first three series received from the press.

It is a source of great gratification to us as I am sure it must be to you to receive such commendation from not only newspapers such as THE NEW YORK TIMES but official journals of the commercial industry such as BILLBOARD and VARIETY.

I think that Jack Gould summed it up when he said something like this, "Given the opportunity, given the finances, the educational world has proved that it can make a real contribution to the best in radio."

It has been a long time since we have all met together and I hope that it will be my pleasure to meet with you all again soon, at which time I want to have the pleasure of extending my personal congratulations.

All members of the staff are looking forward to hearing the rest of "The Jeffersonian Series" as they are actually broadcast in Los Angeles, Chicago and New York.

With warm regards.

Sincerely,

C. Scott Fletcher
President

October 6, 1952

Mr. C. Scott Fletcher, President
Fund for Adult Education
914 East Green Street
Pasadena 1, California

Dear Mr. Fletcher:

Your kind letter of congratulations on the Jeffersonian Heritage series is a source of satisfaction to me, and I know it will be gratifying to the members of the Adult Education Committee and also to NAEB board members. On their behalf, I should like to express our great appreciation for your support and commendation.

Your praise is appreciated all the more because the project of pioneering a great deal of new quality radio programs proved to be one of considerable difficulty. I found that we were really trying to produce "consumer durables" in the field of drama and public affairs -- programs that would have the drama quality of Sherwood's "Abraham Lincoln in Illinois" and would have the scholarship and authenticity for a continuing usefulness. As you can see by glancing at the memorandum reporting the meeting of the Russian consultants to appraise the programs in the USSR series, this is a difficult process.

With the invaluable support of the FAE, we have been able, for the first time, to bring into the field of educational radio a combination of leading academicians and the best professional talent. Our constant effort has been for importance and integrity of content and form. I believe that we have shown that important academic subject matter can be listenable and exciting for the mass radio audience. I am sure that the other series, about to be released, will be praised by the critics also.

I hope that your suggestion of a meeting will be possible in the near future.

Thanking you again, I am

Very cordially yours,

George Probst
Chairman, Adult Education Committee
NAEB

GP/jk

J. H.

October 1, 1952

Mr. Frank Schooley
WILL, University of Illinois
Urbana, Ill.

Dear Frank:

I was delighted to get your note of September 24th.

I hope you will forgive me for throwing on your shoulders the tremendous job of administering the sale of THE JEFFERSONIAN HERITAGE pressings. We already have four of the shows in test pressing form. There will be several changes made in them so it is not likely that the complete series will be pressed and ready for delivery until some time during the last week in October. The method of operation that I propose is as follows:

You will handle all the funds and send me a list of those stations that are entitled to receive a complete set of pressings. We will have the pressings sent out directly from Columbia Transcripts together with the necessary promotional material, which may be of assistance to the commercial stations scheduling the shows.

I presume also that you are handling requests from schools and other institutions that would like to have copies. We will ship on your order only.

After a certain period of time the balance of the pressings will be shipped to you at Illinois to dispose of as new orders come in from time to time.

You understand, of course, that there is a lien of approximately \$1350. against the 100 sets of pressings which was advanced out of FAE promotion funds. Everything over that sum or approximately \$1150. will be an addenda to the NAEB treasury. I will be forwarding you the exact figures for having additional pressings made which are infinitely less than the cost of the original 100 sets.

Let me felicitate and congratulate you on the possible immediate publication of the Chicago and New York Studies. It would be wonderful if both of these could be released before the end of October.

An official report on our trip abroad will be forthcoming shortly. I know that you will be extremely pleased with the tremendous quantity of material that has been arranged for both in radio and television.

With all bestwishes, believe me,

As ever,

Seymour N. Siegel
President

SNS:LG

cc: Mr. Ausmus
Mr. Paulu

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS
119 GREGORY HALL
URBANA, ILLINOIS

September 24, 1952

Mr. Seymour N. Siegel
President, NAEB
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

Dear Sy:

Welcome home!

I've replied to every inquiry, acknowledged receipt of every order on THE JEFFERSONIAN HERITAGE series. I've enclosed fact sheet and one folder with each letter. Copy of form letters used also attached.

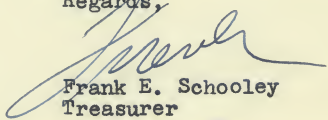
I trust my fact sheet is accurate, but I had to get out the information, and it was accurate to the best of my knowledge. You know, ol' boy, it was all news to me when I saw my names in the ads.

When you want the compiled dope, including mailing list, I'll tabulate and let you have. When, sir?

When you have more exact data on shipping, release, etc., I'll get out another fact sheet to all stations.

Incidentally, Horton report practically in shape to submit proofs to Horton for checking. Smythe copy submitted to me by Dallas last Saturday afternoon, and will be in hopper next week, I hope.

Regards,



Frank E. Schooley
Treasurer

FES:fmh
Encl.

General Manager
W T B F
Troy, Alabama

Dear Sir:

A I'm enclosing a fact sheet and a leaflet on THE JEFFERSONIAN HERITAGE series. I trust this is the information you wish.

Sincerely yours,

fes
Treas.

Mr. John G. Johnson

Dear Mr. Johnson:

B I'm happy to have your letter of () inquiring about THE JEFFERSONIAN SERIES. I believe you'll find the answers to your questions on the attached sheet and leaflet. I'm sorry we have no audition discs available, but I'm sure you'll make no error in accepting the judgment of others on the quality of the series.

Sincerely yours,

fes.
Treas.

Dr. G. Donald Loudon

Dear Mr. Loudon:

C1 I believe the enclosed material will give you the additional information regarding THE JEFFERSONIAN HERITAGE series.

C2 We'll be happy to bill you about the time the pressings are shipped.

Sincerely yours,

fes
Treas.

Mr. M. Robert Rogers

Dear Mr. Rogers:

221 This will acknowledge receipt of check in amount of \$25, transmitted in your letter of () ordering the

OVER

pressings of THE JEFFERSONIAN HERITAGE series.

Additional information regarding the series is attached.

Sincerely yours,

fes
Treas.

THE JEFFERSONIAN HERITAGE

Fact Sheet

Pressings of the 13 half-hour radio dramas are available to all radio stations.

None will be sold on an exclusive basis.

Series must be carried on a sustaining basis. No sponsorship will be permitted.

The pressings will be shipped to stations ordering the series on or about November 1. A more definite date will be indicated by NAEB no later than October 10.

The cost per set of pressings is \$25. The charge includes shipping direct from the manufacturer to the stations ordering.

Limited promotional material will be made available. See leaflet enclosed.

NAEB cannot guarantee delivery for orders received after October 10.

Audition discs are currently not available.

Send check or write for further information:

National Association of Educational Broadcasters
Frank Schooley, Treasurer
University of Illinois
Urbana, Illinois

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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GRAYDON AUSMUS
WUOA, University of Alabama
University, Alabama

TREASURER

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Urbana, Ill.

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JAMES MILES
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MARCUS COHN
Calfritz Building
Washington, D. C.

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WGBH, Lowell Institute
Broadcasting Council
Boston, Mass.

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WOL, Iowa State College
Ames, Iowa
Iowa, Minnesota, North and South
Dakota, Nebraska and Wyoming.

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nications Research Institute.
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SECRETARY AND PUBLICATIONS EDITOR

BURTON PAULU
KUOM, U. of Minnesota
Minneapolis, Minnesota

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

September 16th, 1952

Mr. Jim Miles
119 Gregory Hall
University of Illinois
Urbana, Illinois

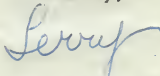
Dear Jim:

Herewith is all the material on the Heritage series. I wasn't quite sure which you wanted, so I've sent it all.

The only release which is missing is the second general release. I have but one file copy here and I hesitate to let it out of my hands. I am, however, sending you the text of it, and if you wish, you can have it duplicated. I wish we could do it for you here, but right now, we just don't have the personnel.

If there's anything else you want, just yell out.

Sincerely,



Secretary to
Seymour N. Siegel
President

t/
encls.

FROM:

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
2500 Municipal Building
New York 7, N. Y.

For Release: August 25th, 1952

The great ideals of our American democracy that found expression in the life and writings of Thomas Jefferson will be translated into living terms through the medium of radio in a series of programs on "The Jeffersonian Heritage", which soon will be heard by listeners in this area.

Beginning September 14th, 1952, over the educational radio stations of America, the National Association of Educational Broadcasters will present a thirteen-week series designed to explore in lively and entertaining fashion the principles that made Jefferson symbolic of America and that found vivid expression in his writings, notably the Declaration of Independence.

Seymour N. Siegel, President of NAEB, predicted that "The Jeffersonian Heritage", from the first program through the last, would ~~not~~ inform, entertain and educate. The "Heritage" series, he said, would not be biographical, but would seek to recreate Jefferson as a living voice, his ideals as living ideals, and his principles as enduring qualities that should guide men of the present day.

Today, MR. Siegel said, there is a tendency to look upon the acts, words and motivating forces of Jefferson and others of our founding fathers purely as history. By means of the forthcoming radio programs, the NAEB President explained, it is hoped to bring to vibrant life with real dramatic fire, the thoughts that Jefferson expressed and the principles he espoused. Radio, Mr. Siegel said, is the ideal instrument for recreating the tensions and trials that produced Jefferson and many of his great contemporaries.

The first of the thirteen-week series, entitled "The Living Declaration", will launch the story of Jeffersonian ideas, stemming from the Declaration of Independence and running through all of American history.

The presentations on "The Jeffersonian Heritage", together with other series of programs that will follow, have been made possible under a \$300,000 grant from the Fund for Adult Education established by the Ford Foundation. George Probst, of the University of Chicago is Chairman of the special Adult Education Committee of the NAEB, which has planned and will produce the "Heritage" series and later series.

The programs will be broadcast by member stations of the NAEB Tape Network a cooperative organization devoted to the dissemination of outstanding radio programs. The series will be made available also to the United Nations Radio, The Voice of America, The British Broadcasting Corporation, the Canadian Broadcasting Corporation, the Australian Broadcasting System, the New Zealand Broadcasting System, and All-India Radio.

The programs are to be made available to commercial station operators on a sustaining basis, and it is expected that at least one series of those to be produced will be broadcast over a national network.

In addition to "The Jeffersonian Heritage", other contemplated series are "The Ways of Mankind", "People Under Communism", and "The People Talk Back".

MEMORANDUM

15 September 1952

Mr. James Miles
TO: Officers and Board of Directors, NAEB
FROM: Burton Paulu

I thought you might be interested in stories and articles appearing in the Twin Cities newspapers relative to the "Jeffersonian Heritage" series, so I had copies made and am circulating them herewith.

Enc.
BP:cjm

WILL JONES' COLUMN

Minneapolis Morning Tribune

Sept. 11, 1952

Claude Rains plays Thomas Jefferson in a fascinating new series of radio dramas, "The Jeffersonian Heritage." The series, which starts next Tuesday at 1:30 p.m. on KUOM, uses Jefferson's writings as a springboard for some pretty imaginative radio essays on freedom.

In the second program, for instance, Jefferson gets involved in a posthumous argument with a Russian commissar. The commissar quotes Jefferson on revolution to prove that the American patriot would have approved of the Russian revolution.

Jefferson quotes Jefferson further to prove that he wouldn't have done any such thing. After casing the first two programs at a preview hearing, I'd recommend tuning in.

The 13 recorded dramas were produced by the National Association of Educational Broadcasters with funds provided by the Ford foundation. They make their bow on educational radio stations next week. Later they may be heard on commercial stations and networks.

Meanwhile, with the Jefferson series finished, the same groups are at work on two more series: "People Under Communism," a drama series on life in Russia, and "The Ways of Mankind," dramas based on anthropological studies.

* * * *

EDITORIAL IN THE MINNEAPOLIS STAR

Saturday, Sept. 13, 1952

"Jefferson on the Air"

The Ford Foundation, through a \$300,000 grant to the National Association of Educational Broadcasters, has made possible a distinguished venture in radio -- four series of contemporary and historical significance, the first of which, "Our Jeffersonian Heritage," will be heard over the University of Minnesota radio station, KUOM, beginning Tuesday at 1:30 p.m.

"Our Jeffersonian Heritage," like the series to follow -- "The Nature of Man," "International Understanding," and "Public Affairs" -- is an attempt to bring the highest professional techniques in writing, producing and acting to the job of adult education by radio.

The series on Jefferson communicates the principles and philosophy of the author of the Declaration of Independence, stressing at the same time the validity these have for our lives today. The whole thing is set against the background of revolutionary and post-revolutionary America, but purely biographical treatment of Jefferson the man has been avoided.

The Ford Foundation money enabled the NAEB to hire the best obtainable skills for the job. Professor Dumas Malone of the Columbia university history department, perhaps the greatest living authority on Jefferson, was retained to do the research work and advise on historical details. Claude Rains, the movie actor, was engaged to play the part of Jefferson.

A group of Twin Cities newspapermen invited to hear "previews" of two programs in the Jeffersonian heritage series were unanimous in their approval and enthusiasm. This is education and entertainment combined at a very high level indeed. It is a pleasure to commend the series to radio listeners.

'THE JEFFERSONIAN HERITAGE' SERIES ON KUOM ACCLAIMED

By John H. Harvey

It is not usual for this column to deal with radio, but there is one broadcast series about to begin this week on a local station which I believe should be called to the attention of persons interested in a rare commodity on the airwaves--quality.

The series in question is called "The Jeffersonian Heritage". It will be presented for 13 weeks beginning at 1:30 p.m. Tuesday over KUOM.

Dealing with the philosophy of Thomas Jefferson, it should do much to clarify the true principles of that much-abused term "Americanism".

The accuracy of its historical background is attested by the fact that it was produced in close consultation with Prof. Dumas Malone of Columbia university, perhaps the country's greatest authority on Jefferson and his writings.

The presentation of the ideas and their application to our political and social problems through the years is what gives this series its other great distinction.

In the first place, the material is handled with great imagination and dramatic effectiveness. In one of the half-hour broadcasts, for example, the spirit of Jefferson is brought from his resting place in Monticello to testify in behalf of the communist revolution and turns out to be a hostile witness, debating the differences between ideologies of the American and Russian revolutions with a commissar.

In the second place, the beauty of the language used throughout is notable. This is due to a great extent, of course, to the fact that many of the lines spoken by Jefferson are excerpts from his writings. But the script writers, Morton Wishengrad and Milton Geiger, two of the top men in the radio-television field, have so steeped themselves in the Jeffersonian style that the high literary level is well sustained and transitional passages are smoothly managed.

In the central role, Claude Rains does an admirable job of characterization. His Jefferson is a man of fire, of lofty ideals, quick wit and clear vision--yet a thoroughly human person for all his lofty qualities. Mr. Rains, moreover, has a sharp ear for the clear, ringing music of Jefferson's language.

* * *

The incidental music, composed and conducted by Wladimir Selinsky, while of no great originality, is both good and serviceable, combining folk flavor with evocation of the Colonial period. Not inspirational, I should say, but quietly persuasive.

This sort of thing was not done overnight. I understand it took more than a year to prepare. It was produced for the National Association of Educational Broadcasters with funds provided by the Ford Foundation.

This series, produced with a generous budget and freedom from commercial pressures, is a fine example of what can be accomplished in radio as combined high-grade entertainment and education.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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University, Alabama

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Cafritz Building
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tions Research Institute.
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KUOM, U. of Minnesota
Minneapolis, Minnesota

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

September 15, 1952

Mr. Hal G. Neely
Allied Record Mfg. Company
619 W. Fifty-Fourth Street
New York 19, New York

Dear Mr. Neely:

Details of the transcriptions for the
Jeffersonian Heritage series have been handled by
our president, Mr. Seymour N. Siegel, WNYC, New York
City. I'm handling only details of taking orders,
and obviously the money.

I'm sure that Mr. Siegel is aware of your
available services, but if you wish to check on the
matter, your New York representative might reach him
in New York City after his return from Europe about
September 28.

Sincerely yours,

Frank E. Schooley
Treasurer, NAEB

ES:fmh

cc: Seymour N. Siegel

blind - Miles ✓

C O P Y
Allied Record Mfg. Co.
619 W. 54th Street
New York 19, N.Y.

September 11, 1952

Mr. Frank Schooley, Treasurer,
Dept. BT
National Association of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Mr. Schooley:

We have noted with great interest your entry into the transcribed radio field and want to congratulate you. I am only sorry that we did not have the opportunity of becoming acquainted before because, as you can see from the enclosed literature, we have a service which will be of great interest to you.

Allied is the oldest and largest custom manufacturer of phonograph records and radio transcriptions in the field today, and we are fortunate to number among our clients the greatest names and most critical buyers in the industry.

I trust that you will find the enclosed material both interesting and helpful and I will look forward to seeing you personally sometime in November.

Mr. Schooley we are most interested in working out a satisfactory contract with you, and we would very much like to hear from you as to the details of your series; how many pressings involved, method of shipment, etc. We could handle your account either from Hollywood or New York.

Sincerely yours,

/s/ Hal G. Neely
Hal G. Neely

HGN:es

Encl.

WNYC



WNYC-FM

CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N.Y.

SEYMOUR N. SIEGEL
Director
JOHN DE PROSPERO
Executive Officer

July 8, 1952

Mr. James Miles
Executive Director
Gregory Hall
University of Illinois
Urbana, Ill.

Dear Mr. Miles:

Enclosed herewith is the copy for the Jefferson folders. The time schedule you have set up is perfectly acceptable and I hope that the printer can conform to it.

Herewith is the distribution schedule. I hope that an over-print can be made by the printers indicating the day and time of broadcast by at least ten stations. I have written to the individual station managers asking for advance information and I will forward it to you as soon as it is received. The following quantities should be distributed direct from the printer.

75,000 - WGBH - Boston
75,000 - WNYC - New York
25,000 - KUOM - Minneapolis
15,000 - WHA - Madison, Wis.
15,000 - KUSC - Los Angeles
15,000 - WOI - Iowa
15,000 - WILL - Urbana
15,000 - WNAD - Norman, Okla.

1,000 - each to all remaining stations.

This should leave approximately 100,000 folders left over for general distribution with mailings to Who's Who In America, etc.

I will try to obtain a copy of Claude Raines glossy for you today. (herewith)

Yours very truly,

Seymour N. Siegel
Director
President NAEB

SNS:LG

Enc.

250,000

W U S M
W U C A
W O S U

Report to
of the
advisory

(as many as
each can
finance mailing of)

250,000

(This must be
returned when
you are thru
with it).

UNIVERSITY OF ILLINOIS
URBANA, ILLINOIS

Jefferson

RADIO STATION WILL

August 4, 1952

Mr. James S. Miles
Executive Director, NAEB
14 Gregory Hall

Dear Jim:

According to dope I have, we're to have
15,000 special JEFFERSONIAN series brochures, leaflets,
or promotional pieces.

If available, I request an additional 5000.
We'll be glad to pay the bill. We can even issue
requisition. I want everyone on the faculty to get one,
along with our regular and special mailings.

Sincerely,

Frank

Frank E. Schooley
Station Manager

FES:fmh

cc: Sy Siegel
Harold E. Hill

1.05 - 2-75 - 150 #80
45
257 10
220
385
1000 - 1500
3000 - 4000
2302
2733

Bill,
Please have Miles check entire program for time. George Jefferson alone, station NREB
P.P.

#3 Jim
Tell Miles to make about 10 copies of all the tapes and local school class use.
release announcements about that each station make copies of programs for use in re-broadcast

404 East 55th Street
New York 22, New York
August 3, 1952

Mr. George E. Probst
Radio Office
University of Chicago
Chicago 37, Illinois

Dear George,

This master dub of "Divided We Stand" replaces the one you now have. The one you have runs to 28:35. This one, with material added from the protection copy, now runs to 29:17. Please remove "Divided We Stand" from the list of four programs which need to be filled for time, because of deletion of the ballads.

In order to eliminate any confusion, will you send back to me by return mail the obsolete reel.

Hope you are keeping well.

Cordially,

Frank
Frank Papp

FP/ml

go ahead

Pods from Venice
unintentional, no
from N.Y. So no
granted. School
from Milan

Bill,

- ① Tell Miles to check time on each of these tapes.
- ② Give Miles the announcement copy with indicated possible deletions if tape duplicates come at different speed.
- ③ Give Miles my apologies for not calling him last Fri. (- Explain about difficulty of our anthrax meeting)
- ④ Give my regards to Frank Schooley. Ask him when the Chicago TV study will be off the press.
- ⑤ Ask Miles if Dec. 17th would be good date for release of first program on "Way of Manhood".

if any number for the year 1900

Just change copy to "The" -
will be held over this year
next week at the same

June: George left the question of
how is recorded files a -- running
a m. is finally decided
you should do them there,
because I'm afraid some
of our stations will loose it up,
particularly since really
producing it right would
require playing a record
show to end + turning them
ann. to fit. but money will
better. So — get your best
announcement and don't in
closing ann., using don't
if there music as indicated
in copy.

Note other side O.

Bill H.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VICE-PRESIDENT

GRAYDON AUSMUS
WUOA, University of Alabama
University, Alabama

July 30, 1952

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
3500 Municipal Building
New York 7, N. Y.

TREASURER

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Urbana, Illinois

SECRETARY AND

PUBLICATIONS EDITOR

BURTON PAULU
KUOM, U. of Minnesota
Minneapolis, Minnesota

Mr. James Miles
Gregory Hall
University of Illinois
Urbana, Ill.

Dear Mr. Miles:

Congratulations and hosannas! Your letter of July 29th concerning the operation of the tape duplicator marks a milestone (and I am not punning) in the history of educational broadcasting. Let's hope all troubles are over and the Network can now begin to deliver a service about which all of us have dreamed for a long time.

The response from the stations on the Jeffersonian Heritage is encouraging. Approximately 40 stations have indicated specific broadcast schedules. What is of greater interest is that 39 commercial stations have already written or called concerning the availability of the series - all as a result of stories like the enclosed.

We are looking into the possibility of having the Jefferson series pressed by the same outfit that turned out THE PEOPLE ACT. We can have approximately 100 LP sets of 7 records each at a cost of less than \$15. a set. Obviously, if we order additional quantities the unit cost will drop. If we received \$20. or \$25. a set from commercial stations it would provide some slight income to NAEB even though it would not in any manner attempt to recapture the total cost of production. I am, of course, basically interested in the pressings as a means of promotion and it would have to be the promotional budget which would carry the initial costs. In other words, a beautifully boxed album of pressings might be presented to the President at the White House. I find it somewhat difficult to visualize a presentation of a series of tapes.

We will keep you informed of developments in any case.

Cordially yours,

Seymour N. Siegel
President

SNS:LG

cc: Messrs:Paulu,Hull,Schooley,
Probst, Ausmus

MONDAY, JULY 28, 1952.

Radio Dramatizes Jefferson's Life With Its Lasting Imprint on Nation

13-Week Sequence Is First of 4-Title Series Offered by Educators With \$300,000 Ford Grant—WNYC Is Outlet Here

A thirteen-week radio study of the life, times, principles and philosophy of Thomas Jefferson, third President of the United States, has been produced and recorded under a \$300,000 grant from the Fund for Adult Education established by the Ford Foundation and soon will be heard by the public.

Under the sponsorship of the National Association of Educational Broadcasters, of which Seymour N. Siegel, director of New York City's Radio Station WNYC, is president, the \$300,000 is to be used to finance production of four broadcast series of historical and contemporary significance.

The Jefferson series, titled "Our Jefferson Heritage," will be the first. Series to follow will be "The Nature of Man," "International Understanding" and "Public Affairs."

WNYC will be the outlet for these programs in this area. Dates are to be announced soon.

Perpetuation of Ideas

The approach to the Jefferson radio studies—which Mr. Siegel said yesterday would "inform, entertain and educate"—is not alone to reflect Thomas Jefferson's influence on his own times, but also to show how his principles have weighed upon and guided succeeding generations of the country's statesmen and thinkers.

With Claude Rains, the screen actor, portraying Jefferson, the introductory program, "The Living Declaration," will dramatize the third President's part in framing his historic document and infer that his ideas in it are living realities. Emphasis will be put on Jef-

erson's idea that "the earth belongs always to the living generation."

Stress on biography has been avoided, Mr. Siegel said. Subsequent programs will explore Jefferson's thoughts on the various freedoms, and in one of the episodes the Jeffersonian conception of revolution will be contrasted with the Communist or Marxian conception.

Widespread Use of Program

Mr. Siegel conceded that the preparation of a radio adult education project of this type would be "experimental," but he predicted that the idea would be well received by the public and "wholly within the spirit of the Ford Foundation grant."

Although the Jefferson programs have been prepared primarily for the National Association of Educational Broadcasters' tape network, they will be made available also to United Nations Radio, the Voice of America, the British Broadcasting Corporation, the Canadian Broadcasting Corporation, the Australian Broadcasting Company and All-India Radio.

The member stations of the tape network, a cooperative organization devoted to the dissemination of outstanding radio programs, are owned and operated by educational institutions, municipalities and other public service agencies. WNYC is a station of this network.

The "Jefferson Heritage" programs are to be made available to commercial radio station operators on a sustaining basis. It is expected that at least one of the four series to be produced will be broadcast in its entirety over a national network.

EXCERPTS PERTAINING TO JEFFERSONIAN HERITAGE FROM JSM
LETTER TO SIEGEL -- July 30, 1952

Regarding the printing of the Jefferson folder; although we received our copy of your letter to Wartik yesterday, Wartik's original didn't arrive until just a few minutes ago. We are now clear on the exact wording of the overprint and will follow your copy exactly. The overprinted copies will now number 250,000. We will, in addition, send 20,000 blank copies to you in New York. The remaining 80,000 we will distribute to member stations from headquarters.

Wartik tells me that the cost of overprinting was not included in the original estimate. This cost will run from \$100 to \$150. Compared to the total cost, the sum seemed insignificant. Hence, I have authorized it. If you think it unwise, please call me at once and we will get it stopped.

As you know, Bill Harley is re-editing the first four Jefferson programs. He has promised to have some of these to me within the next week or ten days. We could proceed to duplicate the Jefferson shows immediately and send them out several weeks in advance of our regular mailing. There would be only a slight additional expense so that does not matter, but we are afraid that it will be very confusing and that we may get some stations jumping the gun. We will undoubtedly be making our first mailing to stations under the new direct system somewhere around September 5. I would prefer to hold the Jefferson programs and handle them with the regular mailing. What do you think?

I have watched with great interest the stories in the various trade publications on the Jefferson series. This certainly has given us excellent coverage. I trust that you have heard from the man at the Roger Brown Agency by now regarding a proposed story they want to do on this series, pointing up the use of tape recordings. I was at a considerable loss to give him definite information for his proposed story and, hence, referred him to you. I hedged considerably, maybe more than was actually necessary, because I did not know your plans. Would you kindly give me your latest thoughts on publicity release dates, particularly for the Russian series but also for the ~~various~~ various other programs you are producing.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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University, Alabama

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Washington, D. C.

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☆

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Pullman, Washington

Montana, Washington, California,
Idaho, Oregon, Nevada, Arizona,
Utah and Territory of Hawaii.

DIRECTOR OF STUDIES

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Urbana, Illinois

SECRETARY AND PUBLICATIONS EDITOR

BURTON PAULU
KUOM, U. of Minnesota
Minneapolis, Minnesota

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

July 28th, 1952

Mr. Herschel J. Wartik
Assistant Art Director
University of Illinois Press
Urbana, Illinois

Dear Mr. Wartik:

I am returning, herewith, the proofs and the paste-up for
"The Jeffersonian" folders. I am also including copy for
the overprint, together with the number ordered for each.

The exact information for Station WBAA can be had direct
from Jim Miles.

The balance of the 350,000 folders will be left blank.

In addition to the 75,000 for WNYC, I hope you will send
an additional 20,000 blank folders to me, here in New York,
for inclusion in letters which are going out all over the
country.

I rely upon your own judgment in setting up the overprints.

With best wishes, I am

Sincerely yours,

Seymour N. Siegel
President

cc/ Miles

sns/t

July 21, 1952

Mr. James Miles
Executive Director
National Association of Educational
Broadcasters
University of Illinois,
Urbana, Ill.

Dear Mr. Miles:

Herewith is a copy of a communication which I am sending to all educational stations in accordance with the lists available. You will note that the Jefferson Heritage is to be released the week of September 14th and it is to be assumed that you will be hearing from individual stations in accordance with the request contained in my memorandum. It would do no harm if an official offering were made by the Network to tie-in with the enclosed memorandum.

Please believe that I have every confidence in your ability to distribute these programs. We are engaging in the first large scale promotional campaign and it would, of course, be disastrous and fatal if there were any breakdown in the distribution process.

Your letter to Mr. Harley was discussed at the meeting of the Adult Education Committee over this past week-end in New York. Your suggestion that any tape which might be used for Adult Education programs would eventually redound to further usage by the Tape Network does not take into consideration the basic premise concerning these programs. These programs were designed for use over and over again, over a period of 10-years or longer. If one hundred stations were to carry one series this would involve 1300 rolls of tape and, of course, would take this tape out of circulation on a rather permanent basis.

We have previously requested a grant for the distribution of these and future programs but thus far there has been no favorable action on this request. This would mean, therefore, that the Tape Network would have to allocate a sufficient sum to make the program permanently available to member stations or at least provide sufficient tape to distribute the series on the same basis as other programs are distributed, i.e. the return of the tape to the network pool. In this latter instance it is possible that future developments may make it possible to redistribute the tapes on a permanent basis as a result of income derived from the sale of programs to commercial stations. At any event, let me reiterate that no matter what our past differences have been I have every sincere confidence that you will handle

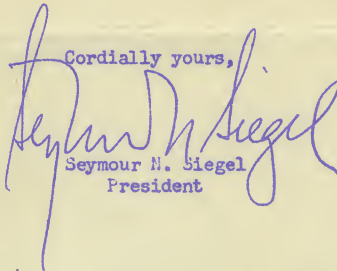
7/21/52

the situation adequately and that there will be no criticism whatsoever concerning the quality or the distribution of the shows on time.

If there is any way in which any of us can be of help you know you need only call on us.

With best wishes,

Cordially yours,

A handwritten signature in blue ink, appearing to read "Seymour M. Siegel". The signature is fluid and cursive, with the first letter "S" being particularly large and stylized. It is written over the typed name and title.

Seymour M. Siegel
President

SNS:LG
Enc.

cc: Board of Directors
and Officers

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
2500 Municipal Building New York 7, N. Y.

TO STATION MANAGERS OF ALL NAEB MEMBER STATIONS:

Your Board of Directors has authorized the release of the first of four series of distinguished radio programs as of September 14th, 1952.

The first series to be released is "The Jeffersonian Heritage". It is expected that 13 of these programs, of half-hour length, will be made available to you by NAEB's Tape Network.

This is a truly outstanding series of which all of us can be extremely proud. The programs are based on the research, writings and advice of Professor Dumas Malone of the Department of History of Columbia University. They have been produced and directed by Frank Papp, and have been written by Morton Wishengrad and Milton Geiger. Special music was composed and conducted by Wladimir Selinsky, and the shows star Mr. Claude Rains as Thomas Jefferson.

You will be receiving, in the mails, the following materials to assist you to build audiences and promote listening to these shows:

- 1) Special two-color folders are being printed by the University of Illinois. A minimum of a thousand will be sent to each station, and more if you re-request same. You should be prepared to mail these from one to two weeks prior to the first program.
- 2) You will receive blanket releases which you can copy (filling in your own station call letters, and setting forth the time, date and day that you will be scheduling the program). A different release is being prepared for each half-hour program. These should be mailed to your local newspaper radio editors from ten days to two weeks prior to air time.
- 3) Two national releases are being sent to every radio editor in America.
- 4) Several thousand individual letters are being sent to opinion-makers, including editors, preachers, doctors, lawyers, college presidents, legislators, et al, calling attention to the fact that these programs are being broadcast over the educational radio stations of America.

I need not emphasize to you that this will make a tremendous impact and represents a tremendously successful effort by the members of your Adult Education Committee - Messrs Probst, Hull, McCarty, Wheatley, and the undersigned, as well as Mr. William Harley, who has served as Project Director.

It is imperative that you pick out the best possible time to schedule this series. Bear in mind what the competition is on other stations and give consideration to the maximum audience that your own station can attract.

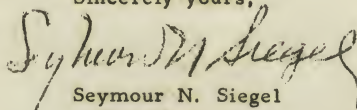
If it is possible for you to schedule the first program on Sunday, September 14th, and continue on successive Sundays, this will help materially in national publicity. At any rate, please keep the Executive Director, at 119 Gregory Hall, University of Illinois, Urbana, and myself, informed of your plans.

It is possible that an award of 50 to 100 dollars may be given to the station which shows the greatest tangible audience building results, in terms of clippings, promotion pieces, etc.

The sub-titles of the programs are attached, herewith, to enable you to do any advance printing in your own publications.

Be sure to make use of your own station by utilizing spot announcements calling attention to this truly superlative series.

Sincerely yours,


Seymour N. Siegel
President

P.S. None of the above is meant to preclude your utilizing every possible resource at your own command to publicize, promote and exploit these programs in every way possible. Individual letters by you, or the head of your institution, to local health, welfare and social service groups, will add materially in the generation of the proper atmosphere for the full flowering of this major effort. I am sure that your own ingenuity will produce many more possible avenues of audience building.

sns/t
encl.

July 14, 1952

Sent copy for THE JEFFERSONIAN HERITAGE folders over to Mr. Eckerstrom of the University Press. I made the following corrections indicated in a wire from Siegel:

1. Eliminated the word "our" and substituted "the" in all places mentioning the name of the series. Title should read THE JEFFERSONIAN HERITAGE.

2. After names of Adult Education Committee, added:

"Project Director for all series is William Harley of Radio Station WHA, Madison, Wisconsin."

Lorraine

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

1201

W. P. MARSHALL, PRESIDENT

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

.SA140

S.NA247 DL PD=NEWYORK NY 11 1200P=

JAMES MILES=

GREGORY HALL UNIVERSITY OF ILLINOIS URBANA ILL=

IN JEFFERSON COPY ELIMINATE DASH OUR DASH AND SUBSTITUTE DASH
 THE DASH IN ALL PLACES MENTIONING NAME OF SERIES WHICH
 SHOULD READ THE JEFFERSONIAN HERITAGE STOP ADD AFTER NAMES
 OF ADULT EDUCATIONAL COMMITTEE DASH PROJECT DIRECT FOR ALL
 SERIES to HIS WILLIAM HARLEY OF RADIO STATION WHA MADISON
 WISCONSIN DASH LOOK FORWARD TO RECEIPT OF PROOF=
 SIEGEL=